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(71) Applicant: NEOMEDIA TECHNOLOGIES, INC.
[US/US]; Suite 600, 2201 Second Street, Fort Myers, FL
33901 (US).

(72) Inventors: DURST, Robert, T.; 6111 Tidewater Island
Circle, Fort Myers, FL 33908 (US). HUNTER, Kevin;
8381 Arborfield Court, Fort Myers, FL 33912 (US).

STEIN, David, J.; 12071 Gateway Greens Drive, #223,
Fort Myers, FL 33913 (US).

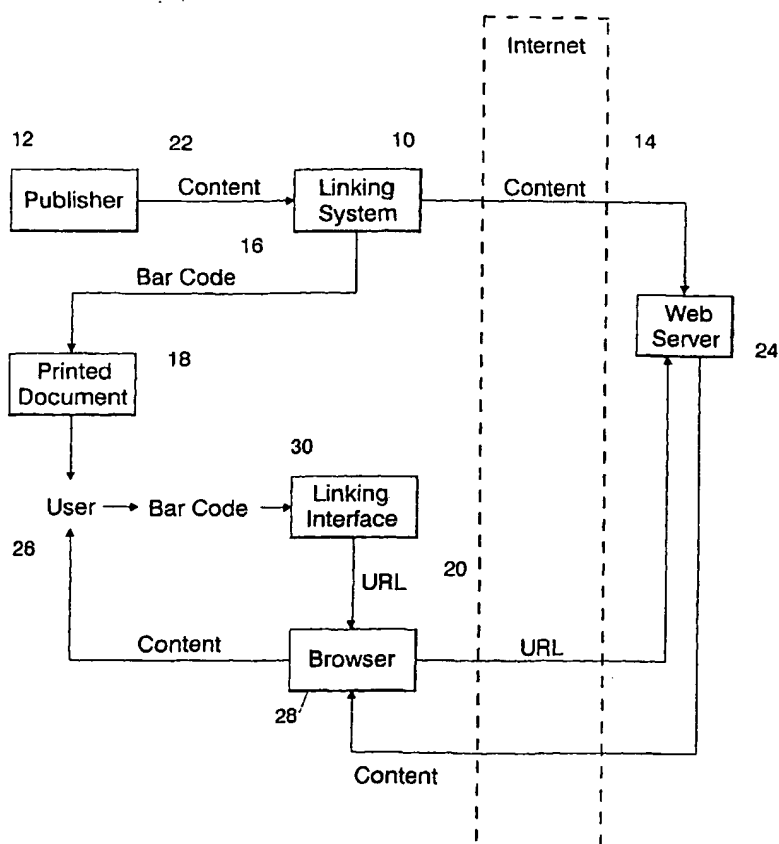
(74) Agent: BARKUME, Anthony; Greenberg Traurig, LLP,
200 Park Avenue, New York, NY 10166 (US).

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(54) Title: SYSTEM AND METHOD FOR LINKING ONLINE RESOURCES TO PRINT MEDIA AND AUTHORING TOOL FOR SAME



(57) Abstract: A network-based system and method permit a publisher (12) to generate and encode content to be readily accessed by codes (16) or indicia, such as bar codes, and which may be associated with advertising related to the content via the codes. The system supports composer, reader, discovery, and static web page interfaces for permitting users (26) to act as publishers (12), readers, or browsers (28), using the codes for efficient and rapid access of content.

WO 01/39001 A1